C17 Cl-1

Broadcasting Aug 26

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TELEVISION / 24
Daytime drama: Networks bolster daypart; hardball ratings soft for CBS

RADIO / 29
Study asserts strength of urban format; DAB tops Radio 91 issues

BUSINESS / 45
Small business backers face big changes; cable gets serious about spot

CABLE / 33
Schools give good grades to cable; BMI, NCTA claim copyright victory

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Vol. 121 No. 9 $2.50

Broadcasters bristle over cable campaign

THIS WEEK

15 / AD FIGHT OVER RETRANSMISSION CONSENT

Broadcasters have weighed in with their own publicity campaign to counter cable's fight against retransmission consent. The effort consists mostly of ad slicks sent to stations by the NAB for use in local media. "Cable's claims in their ads"—for example, that having to pay broadcasters for their signals represents a 20% tax on consumers—"are as exaggerated as the prices they charge for their services," said one broadcasting executive. At the behest of the NCTA, cable systems launched a TV-newspaper-billstuffer campaign eight weeks ago, coupled with a national print campaign.

17 / HALF OF RADIO IN THE RED

A just-released survey of daytime AM, full-time AM, AM-FM combinations and standalone FM found that half of the radio stations in the country operated a pre-tax loss in 1990. The results are worse than last year, when only AM stations were in the red. The decline in profit came from the revenue side: expenses actually dropped for all groups between 1989 and 1990. Smaller stations—those with revenues under $5 million—fared worst.

19 / A COUP OF THEIR OWN

A willingness to commit their resources, combined with freedom of movement given the international press by coup leaders, helped the network news divisions pull off a coup of their own: high marks from media watchers and a hiatus from the gloom-and-doom talk of decline. The brevity of the event meant that the networks could make good on their commitment to stick with the story and still avoid big losses in ad revenues. CNN saw its ratings climb during coup coverage, jumping more than three times over their typical summer average. Network morning shows climbed a collective 18%. Also picking up audiences was drive time radio, which benefited from major events occurring when people were away from their TV's, on the way to work.

Extensive freedom of movement enjoyed by the international media in Moscow last week, and extensive commitment of resources by the networks, made for gripping video of the short-lived coup and praise for media coverage (page 18).

21 / PLEA TO KEEP CROSSOWNERSHIP BAN

An organization of network affiliates last week asked the FCC not to tamper with its ban on common ownership of a broadcast network and cable systems. The chairman and at least two commissioners—constituting a majority—may be ready to move against the prohibition, on which the agency received comments in 1988. Affiliates' worries include the possibility that an MSO owning both a network and a local system would block access to the system by competing network affiliates.

22 / CONSUMER REPORTS SCORES CABLE

A *Consumer Reports* survey on cable reports that satisfaction with the service is "the lowest the magazine has found in 16 years" of rating service industries. It cited overall dissatisfaction by one in four subscribers, and said: "Cable operators have been able to get away with poor service because they have a captive audience." Discovery Chairman John Hendricks took exception to the report: in a memo distributed to Capitol Hill, he pointed out the flip side—that 75% of subscribers are satisfied with service—and said, "Someone at *CR* should apologize."

24 / DECLINING DAYTIME

The three networks are shaking up programs and schedules in an attempt to arrest their decline in daytime fortunes. Once counted on for big profits that funded activities in other areas, network daytime revenues have dropped to the point where, as ABC describes it, "our [daytime] revenues in 1990 were less than our profits in 1984." Among the remedies being tried: reducing the daytime slate to five hours and programing more reality-based shows.

29 / BIG GROWTH FOR URBAN FORMAT

"We still hear about agency and client 'no black' dictates, either above board or couched in other terminology," says Interep's David Wakefield of market and format buying habits in radio. But an Interep study coming out next month shows that such discriminating buyers are missing out on the strongest growth market in radio: the Urban Contemporary format and its core black audience. For example, more than half of Urban's listeners fall into the 25-54 demographic; they are big purchasers of items like CD's and clothing, and their incomes are growing.

31 / HOST OF HOSTS

Several long-time radio talk show hosts have formed their own programing cooperative, the Independent Broadcasters Network, with production facilities in Clearwater, Fla. The group includes hosts Doug Stephan (who also serves as chairman), Sonny Bloch, Steve Weigner and others, and syndicated columnist Jack Anderson, who will pay for co-op services on an hourly, at-cost basis and share staff.

32 / GI READY FOR HDTV TEST

On the eve of receiving final certification to submit the first digital HDTV system to FCC testing, General Instrument last week made new claims for its DigiCipher and recommended more stringent testing requirements. Among GI's touted improvements: better interference rejection, powerful error correction coding, and significant movement toward the ability to place co-channel transmitters within the FCC-designated 100-mile maximum. At the same time, GI asked that the required nine days of taboo-channel-related tests be dropped to allow testing of not just one but two transmission modes—32 and 16 QAM.

33 / TEACHERS GIVE CABLE HIGH MARKS

Spokesmen for the educational community say that teachers and administrators consider cable in the classroom "a magnificent resource" and "a godsend." Many operators are active in wiring schools, and networks offer both classroom-specific shows and regular programing that teachers can incorporate in their curricula. In the works is a Learning Channel/National Education Association co-production called *Teacher Television*, a magazine-style program of news and teaching tips.

The oft-targeted-for-criticism cable industry is receiving high marks from one quarter—the educational community. Teachers and administrators say the "Cable in the Classroom" consortium and programers' offerings are a "godsend" (page 33).

34 / PAYING THE PIPER

A judge awarded $2 million to BMI in its suit against the Disney Channel and BET, holding that the cable programers had carried recorded material without authorization. Cable got a break, however, in the judge's ruling that a license held by a network covers rights through to the viewer, meaning that an operator does not have to acquire a separate license for music used by a programer.

45 / FEAR FOR FUNDING

Increased write-offs by SBA-overseen Small Business Investment Companies have broadcasters worried about the future of this important equity source. To waylay a federal bailout, regulators may toughen the SBIC's lending standards; options include requiring a higher equity-to-debt ratio and setting a top limit of $20 million in assets to qualify for funds.

47 / OPERATORS WANT BIGGER SPOT

Cable operators are looking to improve their share—currently a mere 1%—of the $8 billion advertising spot market. Hurdles to bigger business include the number of systems a client needs to hit in order to execute a buy, and problems in the delivery and verification of spots. The CableTelevision Advertising Bureau is looking into the issue and checking out new delivery technology like the "Ad-X" system, which employs satellite laser technology to transmit spots.

50 / NEW CHANNELS, OLD BROADCASTERS

The possibility that the FCC may restrict applications for newly created AM and HDTV (and possibly DAB) channels to incumbent broadcasters is raising legal and policy questions among media-watchers. The agency says such limits would effect a necessary thinning out of the AM band and allow currently operating TV stations to test HDTV while they maintain their conventional broadcasts. Critics say that, while the FCC has allowed incumbents to receive preferential treatment in the past, restricting applications solely to incumbents crosses a troublesome new line.

51 / EASE IN LENDING RULES URGED

Broadcasters and cable operators, often considered to be highly leveraged businesses and therefore risky prospects when it comes to borrowing, have asked banking regulators to ease the rules for defining their status. Many who filed comments favor dropping the debt-to-asset ratio test in favor of formulas that take into account cash flow and other indicators of solvency.

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■ Cable

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 8/12	ABC 10.4 / 19			NFL Pre-Season Football—L.A. Raiders vs. Dallas Cowboys (27) [10.4 / 19] 8.2 / 17		9.7 / 18	10.8 / 19	10.8 / 19	11.4 / 20	11.6 / 20
	CBS 13.1 / 23			Evening (28) Shada 10.3 / 20		Major (11) Dad 12.3 / 22	Murphy (5) Brown 14.1 / 24	Designing (3) Wmn. 14.5 / 24	Northern Exposure (6) [13.8 / 25] 14.2 / 25	13.3 / 24
	NBC 9.3 / 17			Fresh (30) Prince 10.2 / 20		Blossom (48) 8.9 / 16	NBC Monday Night Movie—Winnie (45) [9.2 / 16] 9.1 / 15	8.7 / 15	9.2 / 16	9.6 / 18
TUESDAY 8/13	ABC 11.8 / 22			Full (10) House 12.7 / 25		Who's the (8) Boss? 13.2 / 24	Roseanne (1) 15.7 / 27	Coach (9) 13.1 / 23	Thirtysomething (55) [8.0 / 15] 8.0 / 15	8.0 / 16
	CBS 9.4 / 17			Rescue: 911 (3[illegible] [10.1 / 19] 9.5 / 19		10.6 / 19	CBS Tuesday Night Movie—The Face of Fear (46) [9.1 / 16] 8.3 / 15	8.6/ 15	9.7 / 18	10.0 / 19
	NBC 10.5 / 19			Matlock (33) [10.1 / 19] 9.7 / 19		10.5 / 19	Heat of the Night (17) [11.3 / 20] 10.9 / 19	11.7 / 20	Law and Order (30) [10.2 / 19] 10.3 / 19	10.1 / 20
WEDNESDAY 8/14	ABC 9.6 / 18			Wonder (38) Years 9.6 / 19		Growing (20) Pains 11.1 / 21	Doogie H. (20) M.D. 11.1 / 20	Davis Rules (30) 10.2 / 18	Anything (54) B. Love 8.2 / 15	Married (59) People 7.5 / 15
	CBS 8.5 / 17			Police (66) Squad! 6.8 / 14		Morton & (83) Hayes 4.6 / 9	Jake and the Fatman (43) [9.3 / 17] 8.6 / 16	10.0 / 18	48 Hours (25) [10.6 / 21] 10.5 / 20	10.6 / 21
	NBC 9.3 / 18			Unsolved Mysteries (17) [11.3 / 22] 10.6 / 21		11.9 / 22	Night (39) Court 9.5 / 17	Seinfeld (53) 8.3 / 15	Quantum Leap (57) [7.6 / 15] 7.5 / 14	7.7 / 15
THURSDAY 8/15	ABC 6.9 / 13			Victory and Valor: Special Olympics (77) [5.5 / 10] 5.4 / 11		5.7 / 11	5.2 / 9	5.5 / 10	Primetime Live (36) [9.7 / 18] 9.7 / 18	9.7 / 19
	CBS 8.1 / 15			Top Cops (48) [8.9 / 18] 8.4 / 17		9.4 / 18	Trials of Rosie O'Neill (59) [7.5 / 13] 6.8 / 12	8.1 / 14	S. King's Golden Years (55) [8.0 / 15] 8.0 / 15	8.0 / 16
	NBC 10.4 / 20			Cosby (20) 10.3 / 21		Blossom (36) 9.7 / 19	Cheers (7) 13.4 / 24	Wings (20) 11.1 / 20	L.A. Law (47) [9.0 / 17] 8.8 / 16	9.2 / 18
	FOX 8.9 / 17			Simpsons (48) 8.9 / 18		True Colors (67) 6.5 / 13	Beverly Hills 90210 (33) [10.1 / 18] 9.5 / 17	10.7 / 19		
FRIDAY 8/16	ABC 10.9 / 22			Family (26) Matters 10.5 / 24		Growing (16) Pains 11.4 /24	Perfect (23) Strang. 10.7/22	Hi Honey I'm (39) Home 9.5 / 19	20/20 (15) [11.5 / 23] 11.5 / 23	11.6 / 24
	CBS 7.0 / 15			Fantastic (63) Facts 7.1 / 16		Primetime (70) Pets 6.3 / 13	CBS Friday Night Movie—Go Toward the Light (62) [7.2 / 15] 6.1 / 13	6.7 / 14	7.8 / 16	8.3 / 17
	NBC 6.3 / 13			NBC Movie of the Week—The Abduction of Kari Swenson (72) [5.9 / 13] 4.5 / 10		4.8 / 10	6.5 / 13	7.5 / 15	Hunter (64) [7.0 / 14] 6.6 / 13	7.3 / 15
	FOX 4.3 / 9			America's Most Wanted (80) [5.0 / 11] 4.6 / 11		5.3 / 11	American Families (89) [3.5 / 7] 3.5 / 7	3.5 / 7		
SATURDAY 8/17	ABC 4.7 / 10			ABC Wd of Discovery (83) [4.6 / 10] 4.4 / 10		4.8 / 10	ABC Saturday Night Movie—What Price Victory (82) [4.8/ 10] 4.0 / 8	4.4 / 9	5.2 / 11	5.5 / 12
	CBS 6.2 / 13			Grand Ole Opry's Anniversary (65) [6.9 / 15] 5.5 / 13		6.5 / 14	7.4 / 15	8.0 / 16	Passion (79) 5.1 / 11	Acting (83) Sheriff 4.6 / 10
	NBC 8.8 / 19			Golden Girls (51) 8.8 / 20		Golden Girls (43) Special 9.3 / 20	Empty Nest (23) 10.7 / 22	Blossom (52) 8.7 / 18	Sisters (57) [7.6 / 16] 7.5 / 15	7.8 / 17
	FOX 6.0 / 12			Cops (73) 5.8 / 13		Cops 2 (67) 6.5 / 14	Totally Hdn. (78) Video 5.4 / 11	Best of the Worst 6.1 / 12		
SUNDAY 8/18	ABC 11.5 / 22	Life Goes On (75) [5.7 / 13] 5.4 / 12	6.1 / 13	Am. Fun. (17) Videos 11.3 / 22		Am. Fun. (14) People 11.8 / 21	ABC Sunday Night Movie—Romancing the Stone (3) [14.5 / 26] 12.8 / 22	14.4 / 24	14.9 / 26	15.1 / 28
	CBS 12.9 / 24	60 Minutes (2) [14.9 / 33] 14.3 / 33	15.5 / 33	Murder, She Wrote (11) [12.3 / 23] 12.0 / 23		12.6 / 23	CBS Sunday Night Movie—Murder in Black and White (13) [12.2 / 21] 12.3 / 21	12.2 / 21	12.2 / 21	12.0 / 22
	NBC 5.3 / 10	Super Bloopers (90) [3.4 / 7] & Jokes 3.0 / 7	3.7 / 8	Expose (87) 4.1 / 8		Real Life (73) J. Pauley 5.8 / 11	NBC Sunday Night Movie—Fall From Grace (67) [6.5 / 11] 5.9 / 10	6.1 / 10	6.9 / 12	7.2 / 13
	FOX 6.3 / 12	Total. Hid (88) Video 3.9 / 9	Parker (83) Lewis 4.6 / 10	In Living (61) Color 7.4 / 14		Get A Life (75) 5.7 / 10	Married w/ (42) Children 9.4 / 16	Married w/ (39) Children 9.5 / 16	Sunday Comics (80) [5.0 / 9] 5.2 / 9	4.8 / 9

WEEKLY PRIME TIME AVERAGE	ABC 9.5 / 18	CBS 9.5 / 18	NBC 8.4 / 16	FOX 6.3 / 13
SEASON PRIME TIME AVERAGE	ABC 11.3 / 20	CBS 11.3 / 20	NBC 11.6 / 20	FOX 6.3 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RADIO

INTEREP STUDY PUSHES VALUE OF URBAN FORMAT

Radio called the best way to reach growing market of black consumers

A new study being prepared for publication next month by the Interep Radio Store in New York predicts that long-held prejudices and biases surrounding black radio listeners—who comprise over two-thirds of today's Urban Contemporary format audience—will begin to crumble once advertisers and agencies accept some marketing facts of life.

The study suggests that Urban Contemporary, and its core black audience, represent possibly the strongest growth market in radio over the next 10 years.

"We feel strongly that the black population represents a significant potential for virtually every product," explained Interep's Jeff Wakefield, executive vice president/director of research. "These people tend not to be reached by general market media as well as through Urban radio and a few other specialized media." Despite average household incomes lower than the general market, "blacks tend to 'overconsume'—they tend to buy more of certain products or categories than the general population," Wakefield said. Compared with all consumers at specific income levels, blacks tend to have much higher purchase indices than the general population. "These people represent a tremendous market for virtually every product," he noted.

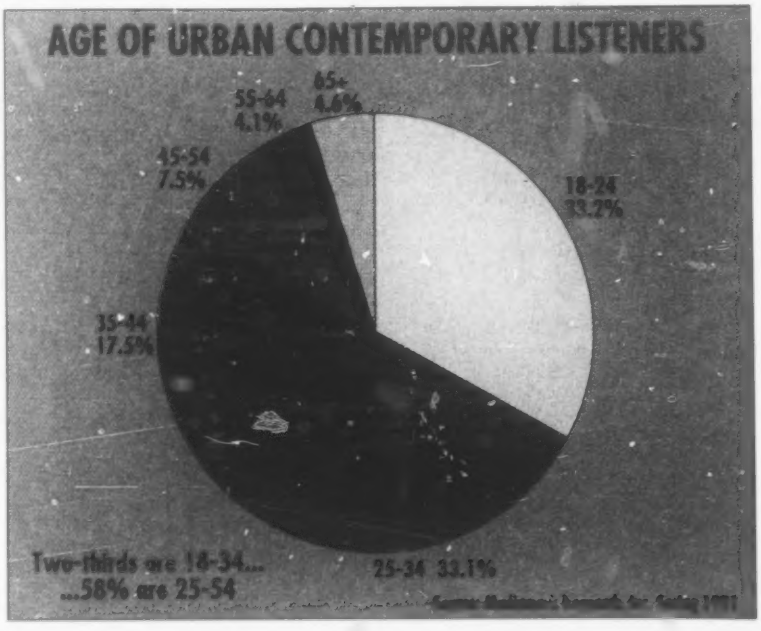
Wakefield said the purpose of the study was to dispel the biases some people might have about the Urban format and blacks. "We still hear about agency and client 'no-black' dictates, either above board or couched in other terminology," Wakefield said. "Fact is, the black segment of the U.S. population is growing by leaps and bounds, and they're 'new money.' " The importance of this, he said, is that individuals who have recently come into money tend to spend it. Also important: Blacks tend to spend much more time with radio, particularly Urban radio, than the general population. "To advertisers, they represent a very significant and attractive segment, one that really is not reached well by general media," Wakefield said.

According to the Interep Urban Contemporary study:

- 68.7% of Urban's cume audience is black, 27.3% is white.
- More than half (58%) of Urban listeners fall into the primary 25-54 target demo group (see chart).
- Almost half (45%) of Urban listeners' household incomes are in excess of $30,000 annually, and 18% are above $40,000.
- Annually, Urban listeners represent purchases of 33.3 million compact discs, tapes and records; over $1 billion on home improvements; 13 million airplane trips; over $4 billion on groceries; $2.8 billion on clothing and $5 billion on gasoline.

Additionally, a black American sales presentation compiled by Interep indicates that the U.S. black population has grown 64% in the last 30 years, and now represents almost $250 billion in combined income. The median income of the black family has more than tripled in the last 20 years, from $6,279 in 1970 to $19,329 in 1990, and more than 25% of black families had household incomes of more than $30,000. Other highlights of the report:

- The percentage of black professionals is up sharply over the last 10 years; start-ups of black-owned businesses have increased more than twice as fast as for whites and college enrollment rates are increasing more than three times as fast for blacks as for whites.
- A higher percentage of black consumers intend to purchase major items than do white consumers, including cars and trucks, jewelry, video equipment, home appliances, stereo equipment, real estate and computers.
- Black consumers are more likely than the general population to see a movie in a theater, purchase domestic beer and frequent fast-food restaurants.
- Black radio listeners spend more time with radio than does the rest of the population (3:46 hours per day vs. 2:37 for whites and 2:23 for other groups), and are easily targeted with radio because of low crossover listening with general market formats. -BTB



CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KDGE(FM) **Gainesville (Dallas), Tex.** □ Sold by Allison Broadcast Group Inc. to Founders Media Group for $8.3 million. **Seller** is headed by Steve Allison, and is merging with buyer to form new company; it has no other broadcast interests. **Buyer** is subsidiary of Founders Equity Inc., headed by John Teeger, and is venture capital firm with interests in direct mail, industrial manufacturing and retailing. KDGE has new rock format on 94.5 mhz with 100 kw and antenna 2,000 feet above average terrain. *Broker: Norman Fischer & Associates Inc.*

KILJ-AM-FM **Mt. Pleasant, Iowa** □ Sold by KILJ Inc. to Mediacomm Inc. for $1.03 million. Terms: $10,000 cash at closing; $1 million, 25-year note payable at 10%, and $20,000 two-year noncompete covenant. **Seller** is headed by Paul L. Dennison and has no other broadcast interests. **Buyer** is headed by Michael L. Stoffregen and John Kuhens. Kuhens and wife, Mary S. Kuhens, are 11% shareholders of KILJ(AM). KILJ(AM) has modern C&W format on 1130 khz with 250 w day. KILJ-FM has MOR format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

WXLY(FM) **North Charleston, S.C.** □ Sold by North Charleston Radio Broadcasters Inc. to Bloomington Broadcasting Corp. for $1.1 million. **Seller** is wholly owned subsidiary of Bahakel Communications Ltd., which is headed by Cy N. Bahakel, and also owns six AM's, seven FM's and eight TV's. **Buyer** is headed by Timothy R. Ives and Davis U. Merwin, and owns WJBC(AM)-WBNQ(FM) Bloomington-Normal, Ill.; WKLQ(FM) Holland (Grand Rapids), Mich.; WTCB(FM) Orangeburg (Columbia), S.C., and WGOW(AM)-WKXZ(FM) Chattanooga and WJCW(AM)-WQUT(FM) Johnson City, both Tennessee. WXLY has oldies format on 102.5 mhz with 100 kw and antenna 1,040 feet above average terrain. *Broker: Gordon Rice Associates.*

For other proposed and approved sales see "For the Record," page 53.

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$574,000** □ **5**
FM's □ **$8,577,000** □ **6**
AM-FM's □ **$1,032,500** □ **4**
TV's □ **$0** □ **1**
Total □ **$10,183,500** □ **16**

Year to Date:
AM's □ **$57,677,480** □ **181**
FM's □ **$147,882,646** □ **176**
AM-FM's □ **$160,331,679** □ **123**
TV's □ **$730,299,000** □ **54**
Total □ **$1,096,190,805** □ **534**

For 1990 total see Jan. 7, 1991 BROADCASTING.

■ **Bowdon, Griffin, Hogansville and Sparta, all Georgia** Effective September 30, allotted channel 288A to Bowdon as its first local service; denied counterproposals for substitutions at Griffin, Hogansville, and Sparta. Filing window for Bowdon: October 1-October 31. (MM docket 90-309 by R&O [DA 91-987] adopted August 2 by Chief, Allocations Branch.)

■ **Decorah, IA** Effective September 26, allotted channel 284A to Decorah. Filing window: September 27-October 28. (MM docket 90-620 by R&O [DA-953] adopted July 30 by Chief, Allocations Branch.)

■ **Menomonie and Spencer, both Wisconsin, and Waseca, MN** Effective September 30, substituted channel 221C3 for channel 221A at Waseca, and conditionally modified license of KOWO-FM accordingly; and channel 221C3 for channel 221A at Menomonie, and modified license of WMEQ-FM accordingly; and channel 222A for channel 221A at Spencer, and modified license of WOSX(FM) accordingly. (MM docket 89-137 by R&O [DA 91-986] adopted July 31 by Chief, Allocations Branch.)

FACILITIES CHANGES

Applications

AM's

■ **San Francisco** KCBS(AM) 740 khz—July 3 application for mod. of CP (BP890411AD) to augment nighttime pattern.

■ **Whitesburg, KY** WTCW(AM) 920 khz—July 3 application for CP to change TL: 1 km N of Mayking, KY, on Rte. 805, Whitesburg, KY; make changes in antenna system. 37 08 46N 82 46 01W.

■ **Lake Charles, LA** KAOK(AM) 1400 khz—July 30 application for CP to reduce power to 900 watts; change TL: 2.43 km, 52.3 DT from Mossville, LA; and make changes in antenna system.

■ **Dyersburg, TN** WDSG(AM) 1450 khz—Aug. 2 application for CP to change TL: Hwy. 78 N at Radio Rd., Dyersburg, TN. 36 04 14N 89 23 52W.

■ **Del Valle, TX** KIXL(AM) 970 khz—Aug. 5 application for mod. of CP (BP900518AH) to augment daytime pattern.

FM's

■ **Talladega, AL** WEYY-FM 92.7 mhz—July 30 application for CP to change ERP: 4 kw H&V.

■ **Davis, CA** KYLO(FM) 105.5 mhz—July 29 application for CP to change ERP: 2.8 kw H&V; ant.: 145 m.; change TL: tower located 4.3 km SE of Central Woodland, CA, at 106 degrees (T), change to channel 282A (per docket #89-98).

■ **Ledyard, CT** (no call letters) 106.5 mhz—Aug. 1 application for mod. of CP (BPH880714NL) to change ERP: 6 kw H&V; change ant.: 91 m.; TL: on W side of Rte. 117, 0.6 mi NW of junction of Church Hill Rd. at city landfill, Ledyard, CT.

■ **Key Largo, FL** WZMQ(FM) 103.9 mhz—July 25 application for mod. of CP (BPH840217AQ) to change ERP: 50 kw H&V; ant.: 71 m.; TL: off Hwy. 1, 2 km NE of Tavernier, FL; change to class C2 (per docket #90-446).

■ **Ashburn, GA** WFFM-(FM) 105.7 mhz—Aug. 2 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Rome, GA** WQTU(FM) 102.3 mhz—July 29 application for CP to change ERP: 1.1 kw H&V; change antenna: 227 m.

■ **St. Simons Island, GA** WPFI(FM) 92.7 mhz—Aug. 2 application for CP to change ERP: 6 kw H&V.

■ **Westpoint, GA** WCJM(FM) 100.9 mhz—Aug. 1 application for CP to change ERP: 6.00 kw H&V; ant.: 54 m.; other: correct coordinates: 32 53 48N 85 09 24W.

■ **Storm Lake, IA** KAYL-FM 101.5 mhz—July 29 application for CP to change ant.: 122 m.; TL: US Hwy. 71, .8 mi E of Storm Lake. No change from existing information. This application is to correct information on file dating back to 1949. No actual construction is proposed.

■ **New Lexington, OH** WWJM(FM) 106.3 mhz—Aug. 5 application for CP to change ERP: 1.69 kw H&V; ant.: 191 m.; change TL: State Rte. 345, Clover Hill, OH.

■ **Harbeck-Fruitdale, OR** (no call letters) 98.3 mhz—July 29 application for mod. of license to increase ERP: .130 kw H&V (pursuant to docket #88-375).

■ **Volga, SD** KKQQ(FM) 102.3 mhz—July 31 application for CP to change ERP: 25 kw H&V; ant.: 74 m.; change class: C3.

■ **Santa Fe, TX** (no call letters) 90.5 mhz—July 29 application for mod. of CP (BPED803055MA) to change ERP: 6 kw H&V; change ant.: 185 m.; TL: near Stringtown and Nolen Rds., 12.9 km S of Alvin, TX.

■ **Salem, VA** WJLM(FM) 93.5 mhz—Aug. 1 application for mod. of license to increase ERP: 5.8 kw H&V (pursuant to docket #88-375).

■ **Tappahannock, VA** WRAR-FM 105.5 mhz—Aug. 1 application for mod. of CP (BPH900911HC) to change ERP: 6 kw H&V; change ant.: 100 m.; TL: approximately 1 km N of Richardson Creek; approximately .25 km S of State Rd. 615; Richmond County, VA.

■ **Portage, WI** WDDC(FM) 100.1 mhz—July 5 application for CP to change geographical coordinates: 43 31 42N 89 26 01W.

TV's

■ **Lewiston, ME** WWLA(TV) ch. 35—July 29 application for mod. of CP (BPCT850724KH) to change ERP: 500 kw (vis); ant.: 258 m; TL: 4 km S of Gray, ME; antenna: Dielectric TLP24M, (DA)(BT).

■ **Rocky Mount, NC** WRMY(TV) ch. 47—Aug. 5 application for mod. of CP (BPCT910419KI) to change ERP: 12.3 kw (vis); change ant.: 97 m; TL: State Rd. 1765, 401 Farm Rd., Rocky Mount. (35 57 03N 77 55 37W); antenna Scala SL-8, (DA)(BT).

■ **Lorain, OH** WUAB(TV) ch. 43—Aug. 7 application for CP to change ERP: 4680 kw (vis); ant.: 336 m; change TL: 4800 Bruening Dr., Parma, OH. (41 22 45N 81 43 12W); antenna: RCA TFU- 28DAS Trilobe, (DA)(BT).

■ **Charleston, SC** WCTP(TV) ch. 36—Aug. 7 appli-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
Total Radio	**10,943**	**1,539**	**12,482**
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ Total TV	**1,482**	**202**	**1,684**
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
■ Total LPTV	**908**	**959**	**1,867**
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licensees. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.